

Waterman's Fountain Pen

Regular Type

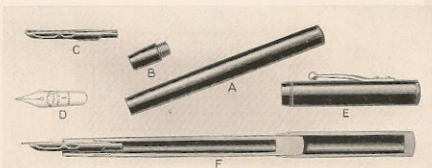


ON THE pages immediately following are illustrations of what are universally known as Waterman's Regular Type as identified from the Self-filling, the Pocket Type and the Safety Type.

The Regular Type is made with a plain point section without threads and when the cap is adjusted over the point it is held in place by friction.

It may be had with or without clip.

The accompanying illustration clearly indicates the simplicity of construction.



A—Barrel. B—Point Section. C—Spoon Feed. D—Gold Pen. E—Cap with clip attached. F—Sectional View.

Note that there are but five parts: the pen point, the spoon feed, the point section, the barrel and the cap.

The spoon feed, when properly adjusted under the pen point, insures a constant and steady flow of ink when the pen is in use.

The Regular Type must be filled with a dropper.

To fill pen remove cap, unscrew point section, fill barrel (using dropper) with Waterman's Ink, readjust point section; wipe thoroughly pen and joint and pen is ready for use.

The Regular pen is often preferred for office or home desk use because of the plain point section and because it holds a large quantity of ink.

Waterman's Fountain Pen

REGULAR TYPE [Deepest Filing]

COMPARATIVE SIZES

Illustrations Are Actual Size



Closed
with Clip
No. 12
\$2.75



Closed
with Clip
No. 14
\$2.75



Closed
with Clip
No. 15
\$4.25



Closed
with Clip
No. 16
\$5.25



Closed
with Clip
No. 17
\$6.25



Closed
with Clip
No. 18
\$8.75

Any of the above pens may be had fitted with points as illustrated on page 59

Waterman's Fountain Pen

REGULAR TYPE [Dropper Filling]

GOLD BAND MOUNTED

Illustrations Are Actual Size



Plain with Clip	
No. 125	\$2.75
No. 12	2.75
No. 14	4.25
No. 15	5.75
No. 16	6.25
No. 18	8.25
No. 20	10.25



Chased with Clip	
No. 125	\$2.75
No. 11	7.75
No. 14	4.25
No. 15	5.25
No. 16	6.75
No. 18	8.25
No. 20	10.25



Gold Filled Sheraton Middle Band with Gold Filled Clip	
No. 0712	\$4.50
No. 0712	4.50
No. 0714	6.00
No. 0715	7.00
No. 0716	8.00
No. 0718	10.00



Gold Filled Plain Middle Band with Gold Filled Clip	
No. 0712	\$4.50
No. 0712	4.50
No. 0714	6.00
No. 0715	7.00
No. 0716	8.00
No. 0718	10.00



Gold Filled Plain or Sheraton Bands with Gold Filled Clip	
No. 0612	\$4.50
No. 0612	4.50
No. 0614	6.00
No. 0615	7.00
No. 0616	8.00
No. 0618	10.00

Any of the above pens may be had fitted with points as illustrated on page 59

Waterman's Fountain Pen

REGULAR TYPE [Dropper Filling]

GOLD AND SILVER MOUNTED

Illustrations Are
Actual Size



Plain
Gold Filled Mounting
on Barrel with Gold
Filled Clip
No. 0312.....\$6.00
No. 0314.....7.50

14 Kt. Solid Gold with
14 Kt. Solid Gold Clip
No. 312½.....\$16.00

Any of the above pens may be had fitted with
points as illustrated on page 59



Plain
Gold Filled with Gold
Filled Clip
No. 0312.....\$9.50
No. 0314.....11.00

14 Kt. Solid Gold with
14 Kt. Solid Gold Clip
No. 312½.....\$14.50
No. 314.....32.00



Barleycorn
14 Kt. Solid Gold with
14 Kt. Solid Gold Clip
No. 312½.....\$27.00
Barrel Covered and Clip
No. 312½.....\$29.00

*Fillgree (see last col.)
Sterling Silver with
Sterling Silver Clip
No. 412½.....\$5.50
No. 413.....5.50
No. 414.....7.50
No. 415.....9.00
No. 416.....10.00



Filigree
Gold Filled Mounting
on Barrel with Gold
Filled Clip
No. 0312½.....\$6.00
No. 0314.....7.00
No. 0314.....9.00

14 Kt. Solid Gold with
14 Kt. Solid Gold Clip
No. 312½.....\$16.50
No. 314.....17.00



*Fillgree
Gold Filled with Gold
Filled Clip
No. 0512.....\$11.00
No. 0514.....13.50
No. 0515.....16.00
No. 0516.....19.00

14 Kt. Solid Gold with
14 Kt. Solid Gold Clip
No. 512½.....\$22.50
No. 512.....25.50
No. 514.....27.00
No. 515.....32.00
No. 516.....42.00

Waterman's Fountain Pen

EMBLEM MOUNTINGS

Illustrations Are Actual Size



No. 554
Plain
14 Kt. Solid
Gold with
14 Kt. Solid
Gold Clip and
Blue Lodge
Emblem
\$44.00



Knight
Templar



Scottish
Rite



Mystic
Shrine



Blue
Lodge



Odd
Fellows



Knights
of
Pythias



Knights
of
Columbus



Royal
Arcanum



Rotary



B. P. O. Elks



Eagles

No. 854 Self-Filling Pen, with 14 Kt. Solid Gold Lever, Clip, Mounting and Emblem at Top of Cap.

Knight Templar	\$19.00	Knights of Columbus	\$17.00
Scottish Rite	19.00	Royal Arcanum	17.00
Mystic Shrine	17.00	Rotary	17.00
Blue Lodge	17.00	B. P. O. Elks	21.00
Odd Fellows	17.00	Eagles	17.00
Knights of Pythias	17.00		

Emblem Pens furnished only in Yellow Gold, Roman Finish.

These Emblems may be mounted on any other style of Waterman's Ideal Fountain Pen at a special price.

Waterman's Fountain Pen

The Duplex Pen

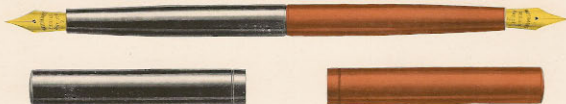
WATERMAN'S Ideal Duplex Pen is especially designed for Accounting, Bookkeeping, Checking and all purposes where the alternate use of two colors of ink is necessary. This pen possesses utility and time-saving features that fully justify its popularity.

The holder (Regular Type) is made in two sections—one cardinal and one black—each section being a complete fountain pen within itself.

If desired, the cardinal section, designed for red ink, may be fitted with a Gold Pen with a fine stiff point, while the other section may be had with a coarser point for general use.

When not in use the two sections may be disconnected and carried in the pocket in the same manner as any other Waterman's Ideal Fountain Pen.

The extreme simplicity and great utility of Waterman's Ideal Duplex Pen makes an instant appeal that is fully substantiated by the results obtained by its use.



Waterman's Ideal Duplex Pen. Illustration is $\frac{3}{4}$ actual size.
Prices, complete: No. 12, \$6.00—No. 14, \$9.00

Duo-Point Gold Pen

THE Waterman's Ideal patented Duo-Point Gold Pen marks an advance step in conformity with our policy of manufacturing a point practical for every purpose for which a Gold Pen may properly be used.

The Duo-Point Gold Pen is made with a reversible point, and virtually comprises two Gold Pens in one. The regular, or side ordinarily used, writes in the usual manner, and comes in fine, medium and coarse points, while the reverse side writes with equal facility, but with a stiffer action, making a finer mark, thus offering a distinct and practical advantage for bookkeeping, manifolding and for many other writing purposes.

Both sides of the Duo-Point pen have the hard iridium point (carefully ground) featured in Waterman's Ideal Gold Pens, while the flow of ink is equally instantaneous and uniform.



Duo point gold pen
Duo point gold pen



Waterman's Ideal Duo-Point Gold Pens are made in size No. 4 only. Prices on Duo-Point Gold Pens are \$1.00 extra to cost of all holders containing No. 4 size pen.

Pen Points

THE real test of a fountain pen is in its action, the facility and comfort with which it writes.

Much of the enormous success that Waterman's Ideal Fountain Pen has enjoyed is due to the superior quality of Waterman's pen points. Every Waterman's pen point is made of pure 14-Kt. gold tipped with iridium. Fourteen-karat gold may be permanently tempered so that it will always maintain exactly the desired firmness or flexibility. Pointed with iridium, the hardest metal known, writing does not affect the point and Waterman's point will last a lifetime.

Every Waterman's Pen is manufactured from gold bars in our own factories. They are die cut, shaped and pointed by skilled artisans who have devoted their lives to fashioning and finishing perfect pen points. It is because of this that each pen point may be relied upon as perfect in construction and suitable for the exact purpose for which it is purchased.

Every Waterman's Pen bears the Waterman's trademark, registered in the United States Patent Office. No pen without this trademark is a genuine Waterman's nor can be expected to give the service and satisfaction that Waterman's gives.

Waterman's Pens are made in five regular and ten special points. These points are made in varying sized nibs to fit different sizes of barrels so that the pen buyer may secure exactly the pen point he desires and at the same time secure exactly the character of pen point that best suits his style of writing.

PRICES

All regular points and some special points are furnished without extra charge.

For the following special points an extra charge is made:

Manifold in Nos. 2 and 4, Falcon and all sizes of Accounting, Ball Point, and Extra Broad Stub 50 cents more than the regular price.

Music, Ruling in No. 4 size only and Special Broad Stub in Nos. 4, 5, 6 and 8, \$1.00 more than the regular price.

An observation of thousands of pen users has demonstrated that it is practicable to determine from the way a writer holds his pen just which pen point will give him the greatest satisfaction.

Although there are exceptions, it will be found that the following is a reliable guide when suggesting a particular point to a customer.

The pen merchant or his clerk who will notice the way his customer holds a pen will find that these illustrations will aid him greatly in making a satisfactory sale.

This formula is recommended only in connection with the following pen points, which are illustrated.



If he holds his pen so that when you look at his hand it looks like this, offer him a pen with a medium point that looks like this.



○●○



If his hand looks to you like the position on the left, he will get greatest satisfaction if he uses the manifold point, which looks like this.



○●○



If he holds his penholder between his first and second fingers—many writers do—he should have a stub pen—an oblique stub that looks like this.



○●○



Most accountants hold their pens as shown at the left. The grip is firm and short. The accountant point is what they need. It looks like this.



○●○



If the writer is left-handed and holds his pen like this, a ball point will write smoothly and evenly for him. It looks like this.



Gold Pens

TO THESE gold pens is due much of the efficiency and tremendous popularity of Waterman's Ideal Fountain Pens.

The test of a fountain pen is in its action and the service rendered when the point of the gold pen is in contact with the paper in the process of writing.

There are literally hundreds of different kinds of paper, each offering a different resistance to the action of the pen, while no two writers write from exactly the same angle or with the same pressure; hence a gold pen is called upon to render efficient service under widely varying and difficult conditions.

Each gold pen bearing the imprint, "Waterman's Ideal," or "Waterman's Reg. U. S. Pat. Off." is made to successfully stand every test to which a pen may be subjected—likewise in the line of Waterman's Ideal Gold Pens will be found a style suited to every purpose to which a pen may be put.

The Waterman's Ideal trade-mark is a guarantee that each pen is genuine 14-carat gold, hand tempered by the Waterman process that insures a maximum of permanent elasticity. Every pen is heavily tipped with selected hard iridium which gives a smooth long-wearing point not found in other gold pens.

SPECIAL POINTS

Illustrating No. 1. Actual Size



A gold pen for every profession, from the fine delicately pointed Accounting pen to a broad thick stub or the stiff Manifold pen for making carbon copies.

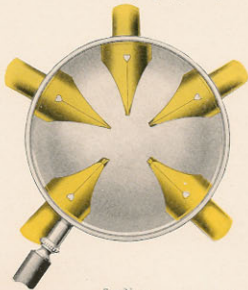
STENOGRAPHERS, fine flexible point	All sizes
BOOKKEEPERS, fine stiff point	All sizes
FALCON shaped pens can be fitted in No. 14 Regular Type holders only	No. 4 size only
ACCOUNTING, special fine point	All sizes
MANIFOLD	All sizes
BALL POINT	All sizes
EXTRA BROAD STUB	No. 4 size only
MUSIC	No. 4 size only
RULING	No. 4, 5, 6 and 8
SPECIAL BROAD STUB	No. 4 size only
DUO POINT	No. 4 size only
SPECIAL POINTS (except Falcon) may be had in any style holder at the following additional prices.	
Stenographers and Bookkeepers gold pens, regular price.	
Manifold in Nos. 2 and 4, Falcon and all sizes of Accounting, Ball Point and Extra Broad Stub gold pens.	
50 cents additional to regular price.	
Music, Ruling, Special Broad Stub and Duo Point gold pens, \$1.00 additional to regular price.	

In this line will be found pens duplicating the action of any steel pen and possessing the added smoothness and lasting qualities found only in high-grade gold pens.

For sizes see page 59. For prices see page 87.

Waterman's Fountain Pen

Illustration of Regular Points, which are made in every degree of flexibility



Regular Sizes and Styles

Size No. 2.



Short Nib

Made with Points { Fine Medium Coarse Stub Oblique



Medium Nib

{ Fine Medium Coarse



Long Nib

{ Fine Medium Coarse

Size No. 4.



Short Nib

Made with Points { Fine Medium Coarse Stub Oblique



Medium Nib

{ Fine Medium Coarse



Long Nib

{ Fine Medium Coarse



Short Nib

Made with Points { Fine Medium Coarse Stub Oblique

Size No. 5.



Medium Nib

{ Fine Medium Coarse



Long Nib

{ Fine Medium Coarse

Size No. 10.



Short Nib

Made with Points { Fine Medium Coarse Stub Oblique

Size No. 6.



Short Nib

Made with Points { Fine Medium Coarse Stub Oblique



Medium Nib

{ Fine Medium Coarse



Long Nib

{ Fine Medium Coarse

Size No. 8.



Short Nib

Made with Points { Fine Medium Coarse Stub Oblique



Medium Nib

{ Fine Medium Coarse

For Special Points, see page 58

Waterman's Fountain Pen

SOME MERCHANTS sell pens alone; some sell pencils alone, and then there are others who, when pens are sold, make it a point to suggest pencils that match and make a double sale.

It is because there is so strong a vogue today for pens and pencils that match that we make a pencil to match every pen we make.

The three pencils shown on the reverse side of this sheet match our 018 pen models.

We suggest that you insert this sheet in your catalogue between pages 60 and 61. It will act as a permanent reference.

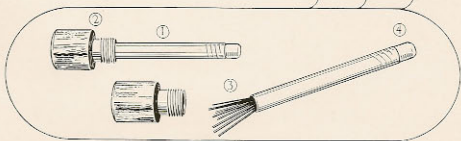
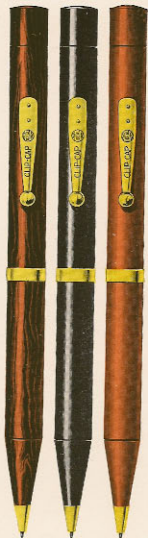
[READ REVERSE SIDE]

Waterman's is a Real Feature Pencil

FROM the metal-covered rubber tip to the unique leads container it is unusual. The metal tip prevents breaking but does not eliminate the rubber grip that holds the lead securely.

Outline drawing below illustrates the mechanism of the refill chamber. A metal barrel (1) which slips into the hard rubber end (2) holds a dozen extra leads (3). A superior rubber eraser (4) is in one end of this metal barrel which may be easily removed and used. The unique selling point creates interest whenever shown and results in many sales.

Models shown—0725N—match perfectly 018 series of Waterman's pens, in black, mottled and cardinal. Illustrations are actual size of pencils that retail for \$2.00.



[READ REVERSE SIDE]

Waterman's Fountain Pen

WATERMAN'S PENCIL

GOLD BANDED

Illustrations Are Actual Size



Plain with Clip
No. 21.....\$1.00

Chased with Clip
No. 21.....\$1.00

Plain
with Gold Filled
Plain Narrow
Middle Band and
Clip
No. 0721N...\$1.50

14 Kt. Solid
Green Gold Band
and Clip
No. 721N...\$3.50

Mottled
with Gold Filled
Plain Narrow
Middle Band and
Clip
No. 0721N...\$1.50

Cardinal
with Gold Filled
Plain Narrow
Middle Band and
Clip
No. 0721N...\$1.50

Plain or Chased
with Gold Filled
Plain or Sheraton
Middle Band and
Clip
No. 0721... \$2.00

14 Kt. Solid Gold
No. 721... \$6.00

12 Kt. Solid Gold
Band Engraved
Vase Band and
Hand Engraved
Clip
No. 721... \$7.50

Plain Black
with Gold Filled
Clip and Narrow
Band at Each
End of Pencil
No. 0281... \$2.00

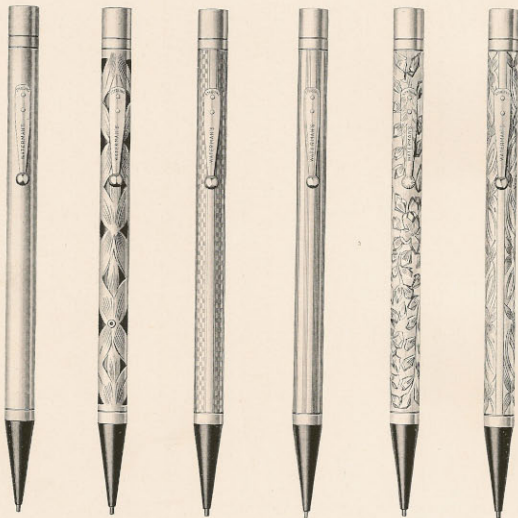
Any of the above pencils may be had with leads of varying degrees as listed on page 67

Waterman's Fountain Pen

WATERMAN'S PENCIL

STERLING SILVER MOUNTED

Illustrations Are Actual Size



Plain
Sterling Silver with
Sterling Silver Clip
No. 421.....\$2.50

Filigree
Sterling Silver with
Sterling Silver Clip
No. 421.....\$3.50

Gothic
Sterling Silver with
Sterling Silver Clip
No. 421.....\$3.50

Sheraton
Sterling Silver with
Sterling Silver Clip
No. 421.....\$3.50

Hand Engraved Vine
Sterling Silver with
Hand Engraved Ster-
ling Silver Clip
No. 421.....\$6.00

Pansy Panel
Sterling Silver with
Sterling Silver Clip
No. 421.....\$3.50

Any of the above pencils may be had with leads of varying degrees as listed on page 67

Waterman's (Ideal) Fountain Pen

WATERMAN'S PENCIL

GOLD MOUNTED

Illustrations Are Actual Size



Plain
Gold Filled with Gold
Filled Clip
No. 0521.....\$3.50

14 Kt. Solid Gold
with 14 Kt. Solid
Gold Clip
No. 521.....\$20.00

14 Kt. Solid Gold
with 14 Kt. Solid
Gold Diamond Clip
No. 521.....\$45.00

Filigree
Gold Filled with Gold
Filled Clip
No. 0521.....\$4.50

14 Kt. Solid Gold
with 14 Kt. Solid
Gold Clip
No. 521.....\$22.00

Gothic
Gold Filled with Gold
Filled Clip
No. 0521.....\$4.50

14 Kt. Solid Gold
with 14 Kt. Solid
Gold Clip
No. 521.....\$22.00

Sheraton
Gold Filled with Gold
Filled Clip
No. 0521.....\$4.50

14 Kt. Solid Gold
with 14 Kt. Solid
Gold Clip
No. 521.....\$22.00

Panay Panel
Gold Filled with Gold
Filled Clip
No. 0521.....\$4.50

14 Kt. Solid Gold
with 14 Kt. Solid
Gold Engraved Clip
No. 521.....\$22.50

Hand Engraved Vine
14 Kt. Solid Gold
with 14 Kt. Solid
Gold Hand Engraved
Diamond Clip
No. 521.....\$30.00
Without Diamond
No. 521.....\$25.00

Above 14 Kt. Solid Gold Pencils also No. 0521 Plain and Gothic Gold Filled are made in yellow and green gold.

Any of the above pencils may be had with leads of varying degrees as listed on page 67

Waterman's Fountain Pen

WATERMAN'S PENCIL

SHORT [V] LENGTH

GOLD BANDED

Illustrations Are Actual Size



Plain
with Gold Filled
Ring
No. 21V.w.r.
\$1.00

Chased
with Gold Filled
Ring
No. 21V.w.r.
\$1.00

Plain
with Gold Filled
Plain Narrow
Middle Band and
Ring
No. 0721V.N.w.r.
\$1.00

Mottled
with Gold Filled
Plain Narrow
Middle Band and
Ring
No. 0721V.N.w.r.
\$1.00

Cardinal
with Gold Filled
Plain Narrow
Middle Band and
Ring
No. 0721V.N.w.r.
\$1.00

Plain or Chased
with Gold Filled
Sheraton or Plain
Middle Band and
Ring
No. 0721V.w.r.
\$2.00

Plain or Chased
with Gold Filled
Plain Band and
Ring on End Cap
No. 0921V.w.r.
\$7.00

14 Kt. Solid Gold
No. 721V.w.r.
\$6.00

14 Kt. Solid Gold
Hand Engraved
Vine Band and
Ring
No. 721V.w.r.
\$7.50

14 Kt. Solid Gold
No. 921V.w.r.
\$8.00

Any of the above pencils may be had with leads of varying degrees as listed on page 67

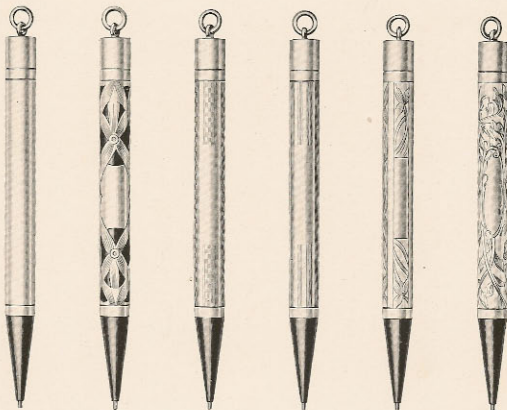
Waterman's Fountain Pen

WATERMAN'S PENCIL

SHORT [V] LENGTH

STERLING SILVER MOUNTED

Illustrations Are Actual Size



Plain
Sterling Silver
with Ring
No. 421V.w.r.
\$3.50

Filigree
Sterling Silver
with Ring
No. 421V.w.r.
\$3.50

Gothic
Sterling Silver
with Ring
No. 421V.w.r.
\$3.50

Sheraton
Sterling Silver
with Ring
No. 421V.w.r.
\$3.50

Dancy Panel
Sterling Silver
with Ring
No. 421V.w.r.
\$3.50

Hand Engraved
Vine
Sterling Silver
with Ring
No. 421V.w.r.
\$6.00

Scroll
Sterling Silver
with Ring
No. 421V.w.r.
\$3.50

Any of the above pencils may be had with leads of varying degrees as listed on page 67

Waterman's Fountain Pen

WATERMAN'S PENCIL

SHORT [V] LENGTH

GOLD MOUNTED

Illustrations Are Actual Size



Plain
Gold Filled
with Ring
No. 0521 V.w.r.
\$3.50

Filled
Gold Filled
with Ring
No. 0521 V.w.r.
\$4.50

Gothic
Gold Filled
with Ring
No. 0521 V.w.r.
\$4.50

Sheraton
Gold Filled
with Ring
No. 0517 V.w.r.
\$4.50

Etched
Gold Filled
with Ring
No. 0521 V.w.r.
\$4.50

Panor Panel
Gold Filled
with Ring
No. 0521 V.w.r.
\$4.50

Hand Engraved
Vine
14 Kt. Solid Gold
with Ring
No. 521 V.w.r.
\$18.00

14 Kt. Solid Gold
No. 511 V.w.r.
\$11.00

14 Kt. Solid Gold
No. 521 V.w.r.
\$16.00

14 Kt. Solid Gold
No. 521 V.w.r.
\$16.00

14 Kt. Solid Gold
No. 521 V.w.r.
\$16.00

14 Kt. Solid Gold
No. 521 V.w.r.
\$17.00

Above 14 Kt. Solid Gold pencils also No. 0521 V.w.r. Plain and Gothic Gold Filled are made in yellow and green gold

Any of the above pencils may be had with leads of varying degrees as listed on page 67

Waterman's Leads



THERE are various preferences for different kinds of leads.
 To supply this demand, to enable every Waterman's Pencil user
 to perfectly satisfy his preference, Waterman's leads are supplied
 in six degrees of hardness as follows:

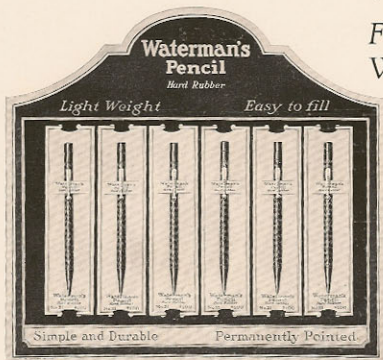
2B	Soft	F	Medium Hard
B	Medium Soft	H	Hard
HB	Medium	2H	Very Hard



These leads are packed one dozen in a box and may be profitably sold
 at 15 cents a box. Each box is marked plainly so that the character of its
 contents may readily be noted.

If at the time of sale a customer is asked what character of lead he
 prefers and is sold a lead of the degree of hardness he prefers, his pencil
 will give him the greatest degree of satisfaction.

Waterman's Ideal Fountain Pen



For Counter and Window Display

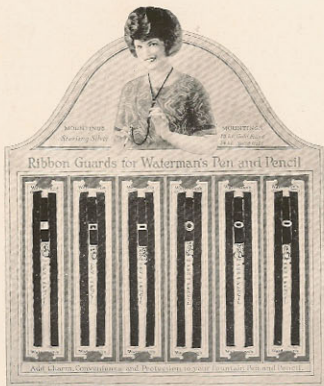
These display cards illustrated on this page are beautifully lithographed.

They offer the merchant an opportunity, with a very limited stock, to permanently feature Waterman's Pencils and Waterman's Pen and Pencil Guards in his windows and show cases.

These display cards are unique. Back of the merchandise is a perfect reproduction in colors which is hidden until each article is sold.

When a pencil or a guard is sold from the card, the reproduction fills the place of the sold unit and avoids the bad impression which unfilled racks always create.

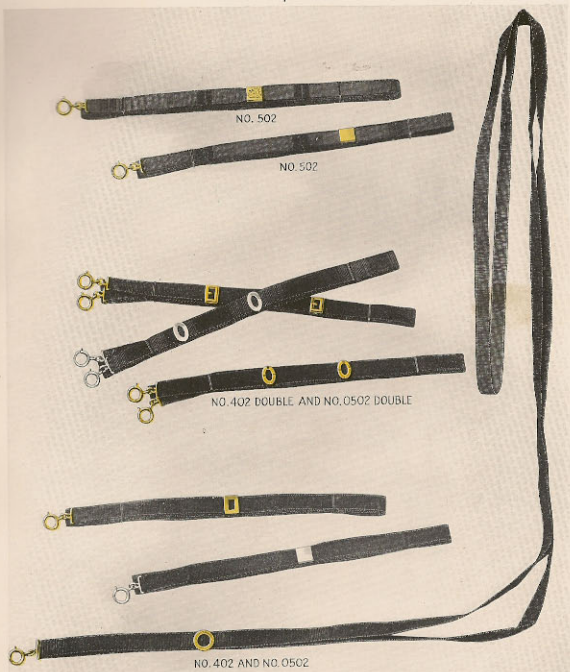
These special displays are furnished when requested, without cost, when one-half dozen pencils or guards are ordered.



Waterman's Fountain Pen

Waterman's Silk Ribbon Guards

LENGTH 24 INCHES



GUARDS WITH ONE SPRING-RING FOR CARRYING PEN OR PENCIL

Black Silk Ribbon with Sterling Silver Spring-Ring and Slide No. 402	\$1.20	Black Silk Ribbon with Gold Filled Spring-Ring and Slide No. 0502	\$1.00	Black Silk Ribbon with 14 Kt. Solid Gold Spring-Ring and Slide No. 502	\$4.00
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GUARDS WITH TWO SPRING-RINGS FOR CARRYING PEN AND PENCIL

Black Silk Ribbon with two Sterling Silver Spring-Rings and Slides No. 402D ..	\$1.50	Black Silk Ribbon with two Gold Filled Spring-Rings and Slides No. 0502D ..	\$1.50
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Waterman's Combination Writing Sets



WATERMAN'S Pen and Pencil Sets may be had in unlimited variety.

So popular have these sets become that we now manufacture pencils to match all of the many designs of Waterman's Pens. The person buying the plain or the chased pen or one elaborately engraved in solid gold or silver may now have a pencil that perfectly matches it in appearance and quality.

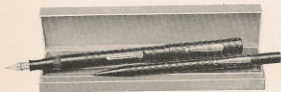
These pen and pencil sets are packed in leather or plush-covered, satin-lined boxes and are especially suitable for gifts.

We are illustrating in this catalog only a few of the more popular numbers, but the merchant may order sets by indicating any pen in this catalog and it will be matched with a corresponding pencil.

Every merchant should have a few of these combination sets in stock. They will always find ready sale wherever shown.

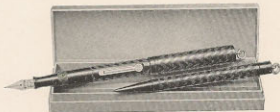
Waterman's Fountain Pen

Waterman's Combination Writing Sets



No. DX-52 Black Chased, \$3.75

- No. DX-52 Black (Chased or Plain) with Nickel Lever and Clip—Pencil to match. In blue dome box..... \$3.75
 No. OX-52 Black (Chased or Plain)—Same set in artificial leather case..... 4.50



No. DX-52 1/2 V.w.r. Black Chased, \$3.75

- No. DX-52 1/2 V.w.r. Black (Chased or Plain) with Nickel Lever and Ring. A short length, slender Pen—Pencil to match. In blue dome box..... \$3.75
 No. OX-52 1/2 V.w.r. Black (Chased or Plain)—Same set in artificial leather case... 4.25



No. OX-01852 Cardinal, \$6.25

- No. DX-01852 Cardinal—With Gold Filled Lever, Clip and Narrow Band at Lip of Cap—Pencil to match. In blue dome box..... \$5.50
 No. OX-01852 Cardinal—Same set in artificial leather case..... 6.25
 No. FX-01852 Cardinal—Same set in genuine Russia leather case..... 6.50
 No. PX-01852 Cardinal—Same set in handsome silk plush case..... 6.50



No. OX-01852 1/2 V.w.r. Cardinal, \$5.00

- No. DX-01852 1/2 V.w.r. Cardinal—With Gold Filled Lever, Ring and Narrow Band at Lip of Cap. A short length, slender Pen—Pencil to match. In blue dome box..... \$4.50
 No. OX-01852 1/2 V.w.r. Cardinal—Same set in artificial leather case..... 5.00
 No. FX-01852 1/2 V.w.r. Cardinal—Same set in genuine Russia leather case..... 5.50
 No. PX-01852 1/2 V.w.r. Cardinal—Same set in handsome silk plush case..... 5.50

Waterman's Combination Writing Sets



No. OX-01852 Mottled, \$6.25

- No. DX-01852 Mottled—With Gold Filled Lever, Clip and Narrow Band at Lip of Cap—Pencil to match. In blue dome box..... \$5.50
- No. OX-01852 Mottled—Same set in artificial leather case..... 6.25
- No. FX-01852 Mottled—Same set in genuine Russia leather case..... 6.50
- No. PX-01852 Mottled—Same set in handsome silk plush case..... 6.50



No. OX-01852 1/2 V.w.r. Mottled, \$5.00

- No. DX-01852 1/2 V.w.r. Mottled—With Gold Filled Lever, Ring and Narrow Band at Lip of Cap. A short length, slender Pen—Pencil to match. In blue dome box..... \$4.50
- No. OX-01852 1/2 V.w.r. Mottled—Same set in artificial leather case..... 5.00
- No. FX-01852 1/2 V.w.r. Mottled—Same set in genuine Russia leather case.... 5.50
- No. PX-01852 1/2 V.w.r. Mottled—Same set in handsome silk plush case..... 5.50



No. OX-01852 Black, \$6.25

- No. DX-01852 Black—With Gold Filled Lever, Clip and Narrow Band at Lip of Cap—Pencil to match. In blue dome box..... \$5.50
- No. OX-01852 Black—Same set in artificial leather case..... 6.25
- No. FX-01852 Black—Same set in genuine Russia leather case..... 6.50
- No. PX-01852 Black—Same set in handsome silk plush case..... 6.50



No. PX-01852 1/2 V.w.r. Black, \$5.50

- No. DX-01852 1/2 V.w.r. Black—With Gold Filled Lever, Ring and Narrow Band at Lip of Cap. A short length, slender Pen—Pencil to match. In blue dome box..... \$4.50
- No. OX-01852 1/2 V.w.r. Black—Same set in artificial leather case..... 5.00
- No. FX-01852 1/2 V.w.r. Black—Same set in genuine Russia leather case..... 5.50
- No. PX-01852 1/2 V.w.r. Black—Same set in handsome silk plush case..... 5.50

Waterman's Fountain Pen

Waterman's Combination Writing Sets



No. PX-452 1/2 Filigree, \$10.00

- No. DX-452 1/2 Filigree, Sterling Silver with Sterling Silver Clip—Pencil to match. In blue dome box..... \$ 9.00
- No. OX-452 1/2 Filigree—Same set in artificial leather case..... 9.75
- No. FX-452 1/2 Filigree—Same set in genuine Russia leather case..... 10.00
- No. PX-452 1/2 Filigree—Same set in handsome silk plush case..... 10.00
- No. OX-0552 1/2 Filigree, Gold Filled with Gold Filled Clip—Pencil to match. In artificial leather case..... 16.25
- No. FX-0552 1/2 Filigree—Same set in genuine Russia leather case..... 16.50
- No. PX-0552 1/2 Filigree—Same set in handsome silk plush case..... 16.50
- No. FX-552 1/2 Filigree, 14 Kt. Solid Gold with 14 Kt. Solid Gold Clip—Pencil to match. In genuine Russia leather case..... 49.00



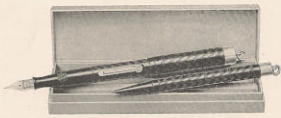
No. PX-452 3/4 V.w.r. Hand Engraved Vine, E. C., \$14.50

- No. DX-452 3/4 V.w.r. Hand Engraved Vine, E. C. Sterling Silver. A short length, slender pen with Ring—Pencil to match. In blue dome box..... \$13.50
- No. OX-452 3/4 V.w.r.—H.E.V.—E.C.—Same set in artificial leather case..... 14.00
- No. FX-452 3/4 V.w.r.—H.E.V.—E.C.—Same set in genuine Russia leather case..... 14.50
- No. PX-452 3/4 V.w.r.—H.E.V.—E.C.—Same set in handsome silk plush case..... 14.50
- *No. FX-552 3/4 V.w.r. Hand Engraved Vine, E. C. 14 Kt. Solid Gold. A short length, slender pen with Ring—Pencil to match. In genuine Russia leather case..... 53.00
- *No. PX-552 3/4 V.w.r.—H.E.V.—E.C.—Same set in handsome silk plush case..... 53.00



No. OX-0752 with Sheraton Band and Clip, \$7.25

- No. DX-0752 Gold Filled Sheraton or Plain Band, Lever and Clip—Pencil to match. In blue dome box..... \$6.50
- No. OX-0752 Same set in artificial leather case..... 7.25
- No. FX-0752 Same set in genuine Russia leather case..... 7.50
- No. PX-0752 Same set in handsome silk plush case..... 7.50
- No. OX-752 14 Kt. Solid Gold Band, Lever and Clip—Pencil to match. In artificial leather case..... 18.75
- No. FX-752 Same set in genuine Russia leather case..... 19.00
- No. PX-752 Same set in handsome silk plush case..... 19.00



No. DX-0952 3/4 V.w.r., \$6.00

- No. DX-0952 3/4 V.w.r. Gold Filled Band and Ring at Top of Cap. A short length, slender Pen—Pencil to match. In blue dome box..... \$6.00
- No. OX-0952 3/4 V.w.r.—Same set in artificial leather case..... 6.50
- No. FX-0952 3/4 V.w.r.—Same set in genuine Russia leather case..... 7.00
- No. PX-0952 3/4 V.w.r.—Same set in handsome silk plush case..... 7.00
- No. FX-952 3/4 V.w.r. 14 Kt. Solid Gold Band and Ring at Top of Cap. A short length, slender Pen—Pencil to match. In genuine Russia leather case..... 21.00
- No. PX-952 3/4 V.w.r.—Same set in handsome silk plush case..... 21.00

*May be had in yellow or green gold

Waterman's *Ideal* Fountain Pen

Waterman's Combination Writing Sets



No. OX-02852 Black, \$7.75

- No. DX-02852 Black with Gold Filled Lever, Clip and Narrow Band at each end of Holder—Pencil to match. In blue dome box. \$7.00
 No. OX-02852 Black—Same set in artificial leather case. 7.75
 No. FX-02852 Black—Same set in genuine Russia leather case. 8.00
 No. PX-02852 Black—Same set in handsome silk plush case. 8.00



No. FX-45234V.w.r. Pansy Panel, E. C., \$11.50

- No. DX-45234V.w.r. Pansy Panel, E. C. Sterling Silver. A short length, slender pen with Ring—Pencil to match. In blue dome box. \$10.50
 No. OX-45234V.w.r. Pansy Panel, E. C.—Same set in artificial leather case. 11.00
 No. FX-45234V.w.r. Pansy Panel, E. C.—Same set in genuine Russia leather case. 11.50
 No. PX-45234V.w.r. Pansy Panel, E. C.—Same set in handsome silk plush case. 11.50



No. OX-5234V.w.r. Chased, \$4.50

- No. DX-5234V.w.r. Chased with Gold Filled Lever and Ring. A short length, slender Pen—Pencil to match. In blue dome box. \$4.00
 No. OX-5234V.w.r. Chased—Same set in artificial leather case. 4.50
 No. FX-5234V.w.r. Chased—Same set in genuine Russia leather case. 5.00
 No. PX-5234V.w.r. Chased—Same set in handsome silk plush case. 5.00

- No. DX-055234V.w.r. Pansy Panel, E. C. Gold Filled. A short length, slender pen with Ring—Pencil to match. In blue dome box. \$4.50
 No. OX-055234V.w.r. Pansy Panel, E. C.—Same set in artificial leather case. 15.00
 No. FX-055234V.w.r. Pansy Panel, E. C.—Same set in genuine Russia leather case. 15.50
 No. PX-055234V.w.r. Pansy Panel, E. C.—Same set in handsome silk plush case. 15.50

- *No. FX-55234V.w.r. Pansy Panel, E. C. 14 Kt. Solid Gold. A short length, slender pen with Ring—Pencil to match. In genuine Russia leather case. \$0.00
 *No. PX-55234V.w.r. Pansy Panel, E. C.—Same set in handsome silk plush case. \$0.00



No. FX-452 Gothic, \$10.00

- No. DX-452 Gothic, Sterling Silver with Sterling Silver Clip—Pencil to match. In blue dome box. \$ 9.00
 No. OX-452 Gothic—Same set in artificial leather case. 9.75
 No. FX-452 Gothic—Same set in genuine Russia leather case. 10.00
 No. PX-452 Gothic—Same set in handsome silk plush case. 10.00



No. PX-45234 Sheraton, E. C., \$13.00

- No. DX-45234 Sheraton, E. C. Sterling Silver with Sterling Silver Clip—Pencil to match. In blue dome box. \$17.00
 No. OX-45234 Sheraton, E. C.—Same set in artificial leather case. 12.75
 No. FX-45234 Sheraton, E. C.—Same set in genuine Russia leather case. 13.00
 No. PX-45234 Sheraton, E. C.—Same set in handsome silk plush case. 13.00

- *No. OX-0337 Gothic, Gold Filled with Gold Filled Clip—Pencil to match. In artificial leather case. 16.25
 *No. FX-0337 Gothic—Same set in genuine Russia leather case. 16.50
 *No. PX-0337 Gothic—Same set in handsome silk plush case. 16.50

- No. OX-055234 Sheraton, E. C. Gold Filled with Gold Filled Clip—Pencil to match. In artificial leather case. 16.25
 No. FX-055234 Sheraton, E. C.—Same set in genuine Russia leather case. 16.50
 No. PX-055234 Sheraton, E. C.—Same set in handsome silk plush case. 16.50

- *No. FX-55234 Sheraton, E. C. 14 Kt. Solid Gold with 14 Kt. Solid Gold Clip—Pencil to match. In genuine Russia leather case. \$4.00
 *No. PX-55234 Sheraton, E. C.—Same set in handsome silk plush case. \$4.00

*May be had in yellow or green gold

Waterman's Fountain Pen

Engraving

We illustrate below a variety of monograms and letterings from which to make selection



For prices see page 76

In ordering engraving it is urged that special care be used to print initials and name distinctly, as alterations can rarely be made.

Engraving



NOTHING gives as much distinction or individuality to a gold or silver mounted fountain pen or pencil as an artistic and well executed inscription. Our facilities enable us to provide our trade with a very wide range of designs from which to choose, together with assurance of prompt and skillful workmanship.

Special care should always be exercised by the customer to select a style that will fit well in the space on the mounting in which the engraving is to be done.

During the Christmas season orders cannot be executed promptly if received later than December 15th.

Net Prices on Engraving

For styles see page 75

Style M 1	Monogram, three letters or less, complete	\$0.40
Style M 2	Monogram, three letters or less, complete40
Style M 10	Monogram, three letters or less, complete50
Style M 12	Monogram, three letters or less, complete60
Style M 32	Monogram, three letters or less, complete	1.00
Style M 33	Monogram, three letters or less, complete75
Style M 34	Monogram, three letters or less, complete75
Style M 35	Monogram, three letters or less, complete	1.00
Style M 36	Monogram, three letters or less, complete75
Style M 37	Monogram, three letters or less, complete75
Style M 38	Monogram, three letters or less, complete75
Style M 39	Monogram, three letters or less, complete	1.00
Style M 40	Monogram, three letters or less, complete	1.75
Style M 100	Monogram, three letters or less, complete	1.50
Style M 101	Monogram, three letters or less, complete	1.50
Style M 152	Monogram, three letters or less, complete	1.75
Style M 154	Monogram, three letters or less, complete	2.00
Style M 200	Monogram, three letters or less, complete	2.00
Style M 202	Monogram, three letters or less, complete	2.00
Style L 1	Lettering, Script, small price per letter	\$0.05
Style L 10	Lettering, Block, small price per letter	.07
Style L 20	Lettering, Old English Solid, small price per letter	.10
Style L 30	Lettering, Roman Solid price per letter	.12
Style L 31	Lettering, Roman Shaded price per letter	.13
Style L 32	Lettering, as illustrated price per letter	.15
Style LX 32	Lettering, as illustrated price per letter	.15
Style L 35	Lettering, Old English Shaded, small price per letter	.15
Style L 39	Lettering, as illustrated price per letter	.20
Style L 50	Lettering, as illustrated price per letter	.25
Style LX 50	Lettering, as illustrated price per letter	.25
Style L 31	Lettering, as illustrated price per letter	.35
Style L 52	Lettering, as illustrated price per letter	.40
Style LX 52	Lettering, as illustrated price per letter	.40
Style L 53	Lettering, as illustrated price per letter	.35
Name, machine engraved, on rubber holder	 price per letter	.25

The Gift Practical



GIFT-GIVING is universal. People of all countries show their appreciation of friendship by making presentations to those they love or esteem.

Christmas, New Year's, Easter, school and college commencements, birthdays, weddings and wedding anniversaries, and celebrations in honor of individuals are all occasions for liberal giving and special opportunities for increased sales.

The merchant who takes this fact into consideration realizes the wisdom of being prepared to supply gifts of suitable character.

There is no gift more suitable for all ages—from thirteen years and over and for all occasions than a Waterman's Ideal Fountain Pen.

For the child at school, the boy or girl at college, the clerk at his or her desk, the salesman on the road, the woman in the home, the man at home or in his office; at business, or on vacation; for the artist and the artisan; the student or the scholar; the soldier, the sailor; the employer and the employee; the lawyer, the merchant; in fact, regardless of vocation or profession, irrespective of age, Waterman's Ideal Fountain Pen is always an acceptable gift.

Whether the donor desires to spend as little as two dollars and fifty cents or as much as two hundred and fifty dollars, a Waterman's Ideal Fountain Pen may be selected at the price it is desired to pay.

For gift-giving, in addition to regular Waterman's styles, Waterman's Pens may be had with emblematic mountings. On page 55 will be found suggestive styles for fraternal orders, class, fraternity, college, club and society emblem designs.

For gift-giving, combination sets—a pen and pencil, or a pen, pencil and guard, in a case—are strongly recommended. Your attention is directed to pages 70, 71, 72, 73, 74, on which Waterman's Combination Sets are fully described.

Waterman's Ideal Ink

For Fountain Pen and General Use



THE SALE of Waterman's Ideal Ink offers three marked advantages to the merchant.

First, it is one hundred per cent satisfactory to the user; second, it is the best known, best liked, writing fluid in existence, and, third, it yields the merchant a satisfactory profit.

Although Waterman's Ideal Ink was first made to satisfy the fountain pen need for a superior ink, its exceptional quality soon caused its adoption for office work as well and today it is universally used for every writing ink purpose.

To perfectly function, a fountain pen demands an ink free from sediment, that will not corrode, that will flow freely and never clog and yet has full color and permanency. Waterman's Ink was made to fill these requirements which were partly if not entirely lacking in many inks offered.

When Waterman's Ideal Fountain Pen and Waterman's Ideal Ink are used in combination, the highest writing efficiency is attained.

In addition to being the best ink offered, Waterman's Ideal Ink is so packaged that it insures rapid sale.

Waterman's Ideal Ink may be had in containers of various sizes and shapes, ranging from gallon jugs for commercial use to two-ounce bottles.

In designing these various styles of containers, the convenience of both the user and the merchant has been kept constantly in mind.

On the following pages are illustrated the various styles and sizes of containers that are always available, together with prices.

It is an axiom that Waterman's Pens help to sell Waterman's Ink and Waterman's Ink helps to sell Waterman's Pens.

The merchant who has this thought in mind will familiarize himself with the various styles and sizes of containers and carry ample and varied stocks.

READ THE FOLLOWING PAGES NOW

Waterman's Fountain Pen



Waterman's Ideal Ink

For Fountain Pen and General Use

Blue Black is
a Permanent
Record Ink



2 Oz.

No. 102—Blue Black	\$.10 each
No. 202—Green	0.15 each
No. 302—Violet	0.15 each
No. 502—Red	0.20 each
No. 602—Blue	0.15 each
No. 702—Jet Black	0.15 each



4 Oz.

No. 104—Blue Black	\$.20 each
No. 204—Green	0.20 each
No. 304—Violet	0.20 each
No. 504—Red	0.30 each
No. 604—Blue	0.20 each
No. 704—Jet Black	0.20 each

DESK FILLER with Dropper

No. 105—Blue Black	\$.30 each
No. 205—Green	0.30 each
No. 505—Red	0.40 each
No. 605—Blue	0.30 each
No. 705—Jet Black	0.30 each



SAFETY TRAVELERS' FILLER
For Self-Filling Pens—Nickel Container

No. 115—Blue Black	\$.50 each
No. 215—Green	0.50 each
No. 315—Violet	0.50 each
No. 515—Red	0.55 each
No. 615—Blue	0.50 each
No. 715—Jet Black	0.50 each



DESK STYLE for SELF-FILLING
PENS

No. 103—Blue Black	\$.20 each
No. 203—Green	0.20 each
No. 303—Violet	0.20 each
No. 503—Red	0.25 each
No. 603—Blue	0.20 each
No. 703—Jet Black	0.20 each

SAFETY TRAVELERS' FILLER
with Dropper—Nickel Container

No. 110—Blue Black	\$.60 each
No. 210—Green	0.60 each
No. 510—Red	0.65 each
No. 610—Blue	0.60 each
No. 710—Jet Black	0.60 each



SAFETY TRAVELERS' FILLER
with Dropper—Metal Container

No. 109—Blue Black	\$.35 each
No. 209—Green	0.35 each
No. 509—Red	0.40 each
No. 609—Blue	0.35 each
No. 709—Jet Black	0.35 each



SAFETY TRAVELERS' FILLER
For Self-Filling Pens—Metal Container

No. 114—Blue Black	\$.25 each
No. 214—Green	0.25 each
No. 314—Violet	0.25 each
No. 514—Red	0.30 each
No. 614—Blue	0.25 each
No. 714—Jet Black	0.25 each

For Boxing, Weights and Shipping Instructions see Page 81

Waterman's Fountain Pen

Waterman's Ideal Ink

For Fountain Pen and General Use

Blue Black is
a Permanent
Record Ink



1 Gallon

No. 128—Blue Black	\$4.00 each
No. 228—Green	4.00 each
No. 378—Violet	4.00 each
No. 578—Red	5.00 each
No. 628—Blue	4.00 each
No. 728—Jet Black	4.00 each



1/2 Gallon

No. 164—Blue Black	\$2.25 each
No. 264—Green	2.25 each
No. 364—Violet	2.25 each
No. 564—Red	3.25 each
No. 664—Blue	2.25 each
No. 764—Jet Black	2.25 each



1 Quart

No. 132—Blue Black	\$1.25 each
No. 232—Green	1.25 each
No. 332—Violet	1.25 each
No. 532—Red	1.75 each
No. 632—Blue	1.25 each
No. 732—Jet Black	1.25 each



1 Pint

No. 116—Blue Black	\$0.75 each
No. 216—Green	0.75 each
No. 316—Violet	0.75 each
No. 516—Red	1.10 each
No. 616—Blue	0.75 each
No. 716—Jet Black	0.75 each



6 Oz.

No. 106—Blue Black	\$0.30 each
No. 206—Green	0.30 each
No. 306—Violet	0.30 each
No. 506—Red	0.30 each
No. 606—Blue	0.30 each
No. 706—Jet Black	0.30 each



1/2 Pint

No. 108—Blue Black	\$0.45 each
No. 208—Green	0.45 each
No. 308—Violet	0.45 each
No. 508—Red	0.70 each
No. 608—Blue	0.45 each
No. 708—Jet Black	0.45 each

For Boxing, Weights and Shipping Instructions see Page 81

Waterman's Ideal Fountain Pen

Waterman's Ideal Ink

For Fountain Pen and General Use

THE standard of quality maintained in the manufacture of Waterman's Ideal Ink is admirably supplemented by the features of safety and practicability obtained in our styles of bottling and packing.

In designing the various styles and sizes of bottles in which Waterman's Ideal Ink is sold, the convenience of both the user and the dealer is kept constantly in mind.

For fountain pen use, the Desk Filler, Travelers' Filler, and bottle for Self-Filling Pens are specially popular styles, while the neat, attractive method of boxing enables a dealer to carry and display his stock of Waterman's Ideal Ink to advantage.

All other types and sizes of bottles are packed either in cardboard or cellular containers that reduce to a minimum the danger of breakage and keep the contents fresh, and the stock attractive and free from shopworn appearance.



114 to 714 Travelers' Filler
Metal Containers—1 doz. to counter display box
(See page 79)



109 to 709 Travelers' Filler
Metal Containers—1 doz. to counter display box
(See page 79)

BOXING AND WEIGHTS

No.	Description	Packed in Carton	Weight per Carton	Packed in Carton	Weight per Carton	No.	Description	Packed in Carton	Weight per Carton	Packed in Carton	Weight per Carton
*102-702	Two-Ounce Bottle	*1 doz.	6 lbs.	*3 doz.	17 lbs.	110-710	Safety Travelers' Filler with Dropper—Nickel Container	1 doz.	7 lbs.	3 doz.	16 lbs.
103-703	Desk Style for Self-Filling Pens	1 doz.	6 lbs.	3 doz.	17 lbs.	114-714	Safety Travelers' Filler for Self-Filling Pens—Metal Container	1 doz.	6 lbs.	3 doz.	14 lbs.
104-704	Four-Ounce Bottle	1 doz.	10 lbs.	3 doz.	30 lbs.	110-715	Safety Travelers' Filler for Self-Filling Pens—Nickel Container	1 doz.	6 lbs.	3 doz.	14 lbs.
105-705	Desk Style with Dropper	1 doz.	10 lbs.	3 doz.	30 lbs.	110-716	Pint Bottle	1 doz.	16 lbs.	1 doz.	32 lbs.
106-706	Six-Ounce Bottle	1 doz.	12 lbs.			132-702	Quart Bottle	2 doz.	20 lbs.		
108-708	Half-Pint Bottle	1 doz.	17 lbs.			104-704	Half-Gallon Jug	Each	12 lbs.		
106-709	Safety Travelers' Filler with Dropper—Metal Container	1 doz.	7 lbs.	3 doz.	16 lbs.	128-728	Gallon Jug	Each	18 lbs.		

*On orders of one gross or more of No. 102 (Blue-Black) an extra charge of 50¢ net per gross is made when packed in cartons of one dozen each.

Shipping Instructions.—Enclosure directions are carefully followed when ink is to be shipped through jobbers in our branch cities. All orders are shipped promptly during the favorable season, extending generally from April 1st to November 1st. Send us definite routing instructions to save delays in transportation. Orders for assorted sizes are subject to quantity discounts.

Show Cases



ON THE following pages are illustrated various forms of show cases and trays which we are prepared to supply at all times.

Show cases, in our opinion, are so important to a successful pen business that we supply these units with trays, at cost to us.

We believe that the proper display of pens in the store is quite as important as window display. The way in which pens are shown has a marked effect on pen buyers.

An attractive show case with an orderly and complete stock not only multiplies sales but makes selling easier.

So that show cases may be in harmony with the store's appearance, we supply show cases in different kinds of wood and are always prepared to match store trim when merchants send us a sample of their wood-work.

A show case works to its fullest power when it is used for the purpose for which it was intended. Its value is lessened when used for other purposes.

If you want Waterman's show cases and trays to give you the best results, use them only for Waterman's Pens and Pencils.

Keep the pens and pencils properly arranged and the glass and show case clean and the advantages of a show case will immediately be seen.

We unhesitatingly say that a merchant who has been able to do a fair pen and pencil business without a show case will double his sales if he uses Waterman's show case as it should be used.

Select your show case now from the illustrations on the following pages.

Show Cases



2 B

Size 17 inches long, 8 inches deep, 5 inches high. Space under pen trays for holding supplies. Finished in Oak or Mahogany. Price \$5.00
Displays 24 Waterman's Ideal Fountain Pens or Pencils.



4 B

Size 16½ inches long, 9 inches deep, 17 inches high. Two clear glass doors locking in center. Finished in Oak or Mahogany. Price \$10.00
Displays 48 Waterman's Ideal Fountain Pens or Pencils.



3 B

Size 24½ inches long, 8 inches deep, 6 inches high. Space under pen trays for holding supplies. Finished in Oak or Mahogany. Price \$7.50
Displays 36 Waterman's Ideal Fountain Pens or Pencils.



36 A

Size 47 inches long, 24 inches deep, 42½ inches high. Sliding doors with lock in center of each door and with four drawers in base for storage of supplies. Finished in Oak or Mahogany. Price \$70.00
Displays 432 Waterman's Ideal Fountain Pens or Pencils.



6 D

Size 16½ inches long, 23½ inches deep, 42 inches high. Sliding door with mirror. Lock in center. Cabinet in base for storage of supplies. Finished in Oak or Mahogany. Price \$20.00
Displays 72 Waterman's Ideal Fountain Pens or Pencils.

Show Cases



6 B

Size 16½ inches long, 16 3⁄4 inches deep, 17½ inches high. Two clear glass doors locking in center. Drawer in base for storage of supplies. Finished in Oak or Mahogany.

Price \$16.00

Displays 22 Waterman's Ideal Fountain Pens or Pencils.



12 A

Size 17 inches long, 23 inches deep, 42 inches high. Sliding door with lock in center. Two drawers in base for storage of supplies. Finished in Oak or Mahogany. Price \$35.00

Displays 144 Waterman's Ideal Fountain Pens or Pencils.



6 C

Size 16½ inches long, 9 inches deep, 19 inches high. Two clear glass doors locking in center. Space in base for storage of supplies. Finished in Oak or Mahogany. Price \$14.50

Displays 72 Waterman's Ideal Fountain Pens or Pencils.



12 B

Size 31 inches long, 23 3⁄4 inches deep, 42 inches high. Sliding door with mirror. Lock in center. Cabinet in base for storage of supplies. Finished in Oak or Mahogany. Price \$35.00

Displays 144 Waterman's Ideal Fountain Pens or Pencils.



24 B

Size 30 3⁄4 inches long, 24 3⁄4 inches deep, 42 inches high. Sliding door with mirror. Lock in center. Two drawers in base for storage of supplies. Finished in Oak or Mahogany. Price \$50.00

Displays 288 Waterman's Ideal Fountain Pens or Pencils.

Waterman's Ideal Fountain Pen

Labels and Boxes



LABELS

THE L. E. Waterman Company's business policy embraces more than the manufacture of the best fountain pen it is possible to make—it also includes a fixed purpose and a constant effort to render every practicable assistance to dealers in handling and selling Waterman's Ideal Fountain Pens.

In order to insure your customers getting exactly the pen that they want and for the purpose of easy identification, checking, etc., each pen, before shipment, is labeled with a printed band showing character of point of gold pen, type of holder and style of mounting and list price to aid in checking trade discount. Occasionally, while in the dealer's show case, these bands become detached or soiled from the handling incident to fountain pen sales. To meet this problem and enable dealers to keep their stock of Waterman's Ideal Fountain Pens in fresh and attractive condition, we have prepared and are ready to supply without cost, new labels for replacing those soiled or destroyed.

These descriptive labels are put up in waxed envelopes. The different labels are classified and printed on separate sheets each bearing an identification letter, the labels being gummed and cut ready for instant and convenient use. With each set of labels is included a chart or classified index to enable dealers to order new labels from time to time to replace those used.

BOXES FOR SHIPPING

To reduce errors in shipment to an absolute minimum, a triple system of checking is employed in filling all orders. Pens are then packed in the especially made cartons, as illustrated, which are so designed as to enable the most inexperienced clerk to check an invoice of Waterman's Ideal Fountain Pens with accuracy.

The Boxes are made in three sizes to contain six, nine or twelve pens. Each has two openings in the cover through which the quantity of pens and clip-caps may be checked. To prevent pilfering while in transit each box is carefully sealed with a band bearing a list of the contents.

In case of a discrepancy between the invoice and the contents of a carton, dealers are urged to return the carton to us at our expense—with seal unbroken.



About Repairs



WATERMAN'S IDEAL FOUNTAIN PENS are guaranteed perfect when sold. They are also guaranteed perfect in service.

Because of this it is essential that both you and we must be in position to maintain the service which we guarantee when we sell.

This means the maintenance of complete facilities to repair fountain pens that for any reason get out of order.

Every Waterman's Ideal Fountain Pen is carefully inspected before it leaves our factory. It is in perfect condition when it leaves your store. But after it leaves you and us we cannot control what happens.

Fountain pen users are often careless and even when careful have unavoidable accidents. The perfect pens they buy get out of order and a pen doctor must be called upon.

It is because we know this that we maintain repair departments at our various Service Stations. These departments are at your service always.

There is little immediate profit to you or to us in repairs but making repairs, promptly and efficiently, results in good will and this good will brings large profits eventually in the form of increased business.

Repairing a fountain pen often requires even more skill than making a new pen. For this reason we employ in our Repair Departments only the highest type of skilled labor, men whose experience and ability enable them to quickly determine pen troubles and remedy them.

These men are ready to serve you. Consequently it is better to send to our nearest service station, (see page 87) any of our pens in need of repair, than to attempt to do it yourself.

If you will do this and adhere closely to instructions on the following page, you will find that repairing pens will cease to be an annoyance and will prove a source of increased sales and increased income.

To emphasize the necessity of closely following instructions, please have the following thoughts in mind:

Unless pens are carefully marked, and a complete system of identification is maintained, it is impossible for us to make prompt and satisfactory returns.

To avoid errors and annoying delays, we supply repair envelopes so printed that the merchant can quickly fill in all the information we need to perfectly repair a pen and make quick return. Rarely is a letter of information needed when these envelopes are used.

Please read the following directions carefully.

Waterman's Fountain Pen

Directions for Repairs

ALL REPAIRS should be sent to nearest Service Station from which you receive supplies. Waterman's Service Stations may be addressed as follows:

140 THOMAS STREET, NEWARK, N. J.
129 SOUTH STATE STREET, CHICAGO, ILL.
40 SCHOOL STREET, BOSTON, MASS.
17 STOCKTON STREET, SAN FRANCISCO, CAL.
179 ST. JAMES STREET, MONTREAL, CANADA

- Before enclosing pen in envelope, remove all ink.
- Send complete pen for all repairs or adjustments.
- Indicate on repair envelope all repairs needed and your FIRM name and address.
- Enclose pen in envelope.
- Mail to us registered mail, first-class postage.
- If letter is written and mailed separately—which is rarely necessary—give full detail, date pen was mailed, style and size of pen, and owner's name. This will enable us to identify your pen.
- Communications about repairs or exchanges should always be signed with FIRM name.

Price List of Separate Parts for All Types of Waterman's Ideal Fountain Pen

NOTE—For illustration of various parts see pages 16, 36, 43, 51

NUMBER ON END OF HOLDER	GOLD PENS			NEW PARTS					
	Price on New	Allowance on Old	Feed Bar	Point Section	BARRELS		Cap without Clip*	Complete Holders	
					Regular and Safety	Self-filling with Box and Lever			
12½, 52½, 72½	\$1.25	\$0.20	\$0.75	\$0.75	\$0.75	52½	\$1.00	\$0.75	\$1.75
42½, 42	1.38	0.20	0.75	0.75	0.75	52	1.00	0.25	2.25
22, 12, 52, 62, 72	1.25	0.20	0.75	0.75	0.75	52	1.00	0.25	1.75
12	1.50	0.30	0.75	0.75	0.75	54	1.25	0.25	2.25
4, 24, 14, 44, 54, 64, 74	1.75	0.40	0.75	0.75	1.00	54	1.25	0.25	2.50
15, 45, 55, 65, 75	2.25	0.50	0.75	0.75	1.25	55	1.50	0.30	2.75
16, 46, 56, 66, 76	2.75	0.60	0.75	0.75	1.50	56	1.75	0.40	3.25
17	3.45	0.70	0.75	1.00	2.00	58	2.25	0.50	4.25
18, 48, 58, 68, 78	3.75	0.80	1.00	1.00	2.00	58	2.25	0.50	4.25
20	4.75	1.00	1.25	1.25	2.25			0.75	5.25

Manifold in Nos. 2 and 4, Falcon and all sizes of Accounting, Ball Point and Extra Broad Stub Gold Pens 50 cents additional to regular price.
Box and Lever (Nickel) \$0.30 each
Box and Lever (Gold Filled) 0.40 each
Pressure Bars 0.30 each
Ink Tubes for Self-Filling Type, all sizes 0.15 each

Interior Spirals for Safety Type, sizes Nos. 42 to 46 inclusive, 75c each; No. 48 \$1.00 each
Plunger Complete for Pump Type, sizes 82 to 86, \$1.25; size 88 1.50 each

REPAIR CHARGES

Barrels—No. 01852½, \$1.10; No. 01852, \$1.10; No. 01854, \$1.35; No. 01855, \$1.60; No. 01856, \$1.85; No. 01858, \$2.35.

Caps—No. 01852½, \$1.30; No. 01852, \$1.50; No. 01854, \$1.50; No. 01855, \$1.55; No. 01856, \$1.65; No. 01858, \$1.75.

Short (V) Length Plain, Mottled and Cardinal with Gold Filled Ring

Holders—No. 01852½V, \$2.75; No. 01852V, \$2.75; No. 01854V, \$3.50; No. 01855V, \$3.75; No. 01856V, \$4.25.

Barrels—No. 01852½V, \$1.10; No. 01852V, \$1.10; No. 01854V, \$1.35; No. 01855V, \$1.60; No. 01856V, \$1.85.

Caps—No. 01852½V, \$0.75; No. 01852V, \$0.75; No. 01854V, \$0.75; No. 01855V, \$0.80; No. 01856V, \$0.90.

Whenever a new gold pen is wanted, or any readjustment of parts is necessary, the complete holder must be sent to us otherwise satisfactory service cannot be given.

Gold pens are re-pointed for 75 cents, or straightened, for 50 cents each. Re-pointed pens cannot be warranted to wear well or to have same quality of point or flexibility as new pens. We do not guarantee re-pointed pens. Pens smaller than No. 5 are seldom worth re-pointing.

Gold pens which have been straightened but retain their original iridium points sometimes write as well as ever, but they are usually softer and cannot be guaranteed.

Sac and Cleaning—25c.

This price includes the supplying of a sac, cleaning and resetting the gold pen.

Packing and Cleaning—50c.

This price includes the cork packing for safety holders, also cleaning and resetting the gold pen.

Repair Attention—25c.

This price includes the cleaning and resetting of gold pen or repairs sent to us for adjustment, requiring no parts and no attention to the gold pen other than resetting and cleaning.

Clip-on-Cap adds to cost of Cap or Complete Pen. Regular 25c. Sterling Silver 50c. Gold Filled \$1.00, 14 Kt. Solid Gold \$2.00.

The above prices on gold pens, feed bars and point sections apply also to these parts of all mounted styles; the gold and silver mounted barrels and caps cost additional, according to the style of mounting.

They also apply on the same items on the following numbers. The holders, caps and barrels, however, will be priced in accordance with the list below.

Full Length Plain, Mottled and Cardinal with Gold Filled Clip

Holders—No. 01852½, \$3.25; No. 01852, \$3.25; No. 01854, \$4.00; No. 01855, \$4.25; No. 01856, \$4.75; No. 01858, \$5.25.

Numbers are Stamped on the Butt End of Every Holder

Dealer Service

IN determining the amount of service he shall render, the merchant should recognize the fact that when a pen is sold an article that will be in almost constant use is being placed in the consumer's hand.

He is selling an article that is of inestimable value if it is right and rightly used but which may be of continual annoyance if it is not right or if it is carelessly used.

For this reason, the merchant and his clerk should be sure that a suitable pen is sold and that the buyer be carefully informed as to its proper use and care.

The time and attention required to properly sell a fountain pen are richly rewarded by the profits that result from a pen department where real service is rendered.

There is not a single item in a merchant's stock that offers a larger return on a small stock than results from the sale of fountain pens.

There is no article on which a larger turnover may be enjoyed.

There is no article which so prolifically induces other sales.

For this reason it will pay the merchant and his clerks to render the highest type of pen service—The best pen service consists of:

First, displaying prominently and attractively Waterman's Ideal Fountain Pens in special Waterman's cases or in show cases in special Waterman's trays or boxes.

Second, adequate window displays that will attract passersby and cause them to enter your store.

Third, clerks who are informed on the detail and advantages of the construction of Waterman's Ideal Fountain Pens.

Fourth, a willingness, even insistence, on passing this pen knowledge on so that the customer may know the superiority of the pen that is being bought.

Fifth, instructions to the buyer as to just how the pen bought should be filled and cared for.

Sixth, the buyer should be convinced that a perfect pen is being bought, that with careful usage it will remain perfect, but it must be considerably used and cleaned.

Seventh, that if a pen is not satisfactory, it will always be exchanged for one that is.

Eighth, that if for any reason a pen does not act satisfactorily or gets out of order, it will be repaired at a very nominal cost.

Ninth, that only a perfect ink is suitable for a perfect pen and that for this reason Waterman's Ideal Ink should always be used in Waterman's Pens.

Real service begins when the proper pen is sold.

The proper pen can be sold only when the salesman knows thoroughly the article he has to sell and gets accurate knowledge of what the customer requires.

A customer may be expected to know about the price he desires to pay and the general style of pen wanted but because he lacks complete knowledge of different types of pens and character of pen points, unless questioned his real need is not disclosed. Hence, it is of great importance that the salesman instantly ascertain the use to which the pen is to be put and to show the type best suited for that purpose.

Store System



SO AS to be able to render the best pen service at all times, the merchant should observe carefully the following

General Rules

A properly systematized and well located pen case or department.

Displayed stock should be so classified and placed as to immediately produce the exact style and price of pen desired.

Pens should be kept in trays and classified according to type: Self-filling; Regular; Pocket Type; Safety.

Each pen should be properly labeled.

Display pens should be filled with ink ready for instant use.

Vent holes in caps of Regular Type should be kept filled with wax furnished by us for that purpose, until sale is made. For all other types vent holes should be kept open.

When pen is sold from tray replace it with duplicate pen from stock so that trays will always be full.

Maintain an accurate record of stock, compiled according to price, type and pen point. Deduct daily sales and add new shipments, thus maintaining a continuous record of pens in stock.

Keep a careful record of sales, with name and address of purchaser when possible. This will make a valuable mailing list.

Order new pens to replace those sold, at frequent intervals. This will maintain a complete stock, essential to a successful business.

Have handy neat pads of scratch paper upon which the customer may test the points of pens when making selection.

Labels that become soiled should immediately be removed and new labels, which we supply, attached in their place.

Pen stock should be frequently examined and all parts should be carefully cleaned.

Concentrate on one make of pens. You may lose an occasional sale but selling one make demonstrates your confidence in the pen you offer and will make many extra sales for every sale you might otherwise lose.

More complete and detailed instructions for the guidance of sales people are contained in our booklet, "Hints to Dealers," and our series of "Talks to Salesmen," which we furnish free and which should be kept in all pen departments so that salesmen may familiarize themselves with the details of pen salesmanship.

Complete Stocks



DURING the past few years there have been marked changes in the merchandising methods of the more successful merchants.

It is recognized that many merchants lose sales because they are unable to supply the actual need of the prospective buyer and because of a surplus of slow-selling numbers they fail to secure an adequate turnover. The more successful merchants realize that the solution of the problem lies in what may be termed complete stocks.

By "complete stocks" is not meant an infinite variety of styles but rather a sufficient number of styles to satisfy a popular demand, each in a complete range of sizes so that the greatest number of customers may immediately be satisfied.

A "complete stock" is comparative and must be measured by the opportunity of the merchant to do business. A small stock may be complete; a large stock may be incomplete.

Whether a merchant be in a small town or a large city, he can to advantage carry a complete stock.

The well-located merchant in a large city can wisely carry a more diversified stock than the merchant in a small town, but neither can afford to ignore the advantages offered by a complete stock.

The two most important features in selling fountain pens are the size of the barrel and the character of the pen point.

The ease with which a pen may be held and the adaptability of the pen point to the style of writing have far more weight with the average buyer than the way a pen is ornamented.

A fifty-dollar pen becomes a nuisance if it does not conform to the habits of the writer. A five-dollar pen that does conform is a constant joy and satisfaction.

A "complete" stock consists of a sufficient number of styles so that a satisfying style may be shown, each of these styles in a full range of sizes and pen points.

A careful study of the demands of thousands of successful pen merchants in large cities and small towns enables us to recommend what may be considered a complete line under any condition. Suggestions, based on our experience, will be cheerfully given to those who desire to take advantage of the things we have learned.

With a complete stock, made up of a limited number of styles, the average merchant can satisfy 90% of the fountain pen users, and those who cannot be satisfied from his stock, by selecting the style desired from this catalog can through the dealer satisfy in a few hours any pen want through any of our service stations.

A good rule to follow to insure complete stocks at all times is to have a definite ordering date. Many merchants, many successful merchants, order twice a month—on the tenth and the twenty-fifth. It is a fixed rule with them that stock book shall be examined and orders sent in to complete stock on these dates. Others find that one date a month—preferably the fifteenth—is sufficient.

If you will first establish a complete stock and then determine to keep it complete, you will find your pen business will rapidly grow.

Advertising

NO ARTICLE that is today in common use has been more consistently and effectively advertised than Waterman's Ideal Fountain Pen.

Not only has Waterman's Pen been advertised by the L. E. Waterman Company but it has been consistently advertised year after year by merchants in every country who have appreciated the benefits of cooperation.

Forty years ago L. E. Waterman adopted advertising as an effective and economical method of increasing sales. He did this at a time when the power of advertising was little recognized and little used.

Advertising has played a big part in the development of the Waterman business. The Waterman business has likewise played an important part in the development of advertising.

Waterman's advertising has always been conducted along safe and sane lines. Never has a desire for excessive advertising led us into expenditures out of proportion to the returns which advertising might logically be expected to yield.

A fixed determination to consider advertising as a selling force, to increase its power by actual results, has enabled us to gradually increase our appropriation for advertising without a corresponding increase in the price of our product.

We have always realized that advertising unscientifically used may become a destructive rather than an effective force.

Waterman's advertising has for years appeared in magazines and newspapers of tested value.

Where it could be done to advantage, billboards and street cars have been effectively used.

Waterman's have always recognized the fact, however, that the most important link in the merchandising chain is the merchant to whom the consumer turns for service.

To strengthen this link, to insure cooperation where cooperation is vital, Waterman's have ever been ready to supply dealers with such advertising material as could be used to the greatest advantage.

Available to Merchants

We are at all times prepared to supply, without cost to our customers, illustrated, forceful posters in colors; street car cards; window cards; illustrated direct-by-mail helps; folders, and lantern slides, so imprinted that they advertise the merchant who displays or distributes them. We are at all times prepared to cooperate, through our Advertising Department, by supplying copy for newspapers and necessary engravings and electrotypes.

A feature of Waterman's advertising which has proved of marked advantage to merchants who have availed themselves of it is our annual series of seasonable direct-by-mail folders.

These folders, which are timely, appealing to the school, vacation and Christmas opportunity, are beautiful in design and lithographed in many colors. They are supplied to merchants in desired quantities, imprinted with their name and address, to be mailed or distributed by the stores to customers and prospects. They are furnished free of expense to the merchant and prove a great sales help.

There is not sufficient space in this catalog to fully describe the full scope of Waterman's advertising plans. This is clearly outlined in a separate pamphlet on Advertising which will be forwarded upon request.

The Care of a Pen



THE fact must be recognized that a fountain pen requires care. Persons using a fountain pen for the first time often do not realize this. Even those who have used fountain pens for years sometimes neglect to accord their pens the consideration they must be given if they are to satisfy perfectly at all times.

The simplicity of Waterman's Ideal Fountain Pen lessens the chance of its getting out of order but even Waterman's must be given care if the best results are desired.

Because of this, no fountain pen sale has been properly made unless the buyer is cautioned that he must care for his pen and instructed how to care for it.

He should be told that when filling the self-filling type the gold pen should be completely immersed in Waterman's Ink and left in the ink for two seconds after the lever has been snapped into place; otherwise the filling operation will not be complete.

If he buys a regular, pocket type or safety, he should be carefully instructed how to fill it and his attention called to the "instruction sheet" which accompanies every Waterman's Pen.

He should be told never to attempt to remove or regulate the gold pen or feed which have been scientifically adjusted by skilled workmen; that if the action or flow of ink are not exactly as desired, to send the pen to us and we will adjust it without charge.

He should be told that the vent holes in the cap should always be kept free from dust or dirt and that if the regular type is used for desk purposes, if the vent holes are filled with wax—which we supply—evaporation of ink will be prevented.

He should be told that the self-filling, regular and pocket types when carried in the pocket should be in an upright position, with vent holes open to permit the evaporation of moisture due to the heat of the body; that the safety type may be carried in any position as no evaporation is possible.

He should be told how to cleanse his pen; that the point section, the gold pen and spoon-feed should occasionally be given a thorough cleansing to remove particles of dust that are apt to accumulate and prevent a free flow of ink. Cold water and a few drops of ammonia should be used; hot water never, as it destroys the lustre on the rubber.

After cleaning or filling, the thread and barrel should be thoroughly dried.

To thoroughly cleanse the self-filling type, all that is necessary is to insert the point in cold water and operate the lever up and down, forcing the water in and out through the feed until clean.

The safety type may be cleaned by permitting ink to drop out of barrel and then allowing pen to remain for a short time in half a glass of cold water; it will cleanse itself.

If the inside of the cap becomes soiled, a thin cloth or piece of tissue paper wrapped about a match and inserted will remove all ink deposit.

A reference to pages 16, 36, 43, 51—which show the detail of construction of all types of Waterman's Pens—will make these instructions very clear.

Pens as Prizes



DURING the past few years there has developed a strong tendency to offer prizes as a reward for more efficient effort.

Many manufacturers, intent on stimulating greater effort among their salesmen, offer prizes to those excelling in special tasks: to men selling the greatest amount in a given territory; to men increasing their sales on a given character of product; to men making the best territorial reports. Manufacturers find a dozen reasons for offering a special reward.

The same is true of merchants. They offer special prizes for definite accomplishment.

Insurance companies award hundreds of prizes to solicitors as a reward for greater effort and bigger results.

There is no form of award that can be offered to greater advantage than a Waterman's Ideal Fountain Pen.

Here is an opportunity many merchants overlook that may be taken advantage of with a most satisfactory profit return.

The fact that the actual value of a Waterman's Ideal Fountain Pen is always evident makes Waterman's a most desirable award on occasions of this kind.

This catalog will prove of advantage if shown to those desiring to purchase a number of pens for award purposes and who do not find in your stock styles exactly suitable for their purpose.

On quantity orders, such as these, individual or firm names (not exceeding two lines) will be imprinted at special prices which will be quoted upon application.

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Waterman's Ideal Fountain Pen

Waterman's Ideal Fountain Pens have achieved world-wide popularity because they are ruggedly built by master craftsmen to deliver a long life of perfect writing service. Nibs made of 14-kt. gold, tipped with the very finest grade of everlasting iridium. A patented spoon-feed delivers ink in an even steady flow until the very last drop is used up. Holders made of light-weight, non-inflammable, stain-proof Para rubber which assures a definite writing comfort and balance not found in other pens. A simple, efficient device fills the extra large ink reservoir quickly and conveniently. Waterman's writing instruments have been fully guaranteed against all defects since they were first made in 1883. Pens shown below are in actual colors but in approximately one-quarter reduced sizes.

WATERMAN'S No. 7 COLOR BAND CHART

RED BAND —Standard Medium flexibility. Suits most writers.	GREEN BAND —Rigid Will not shade. Unmodified for moulding.	PINK BAND —Flexible Fine Ground fine to shade at any angle.	PURPLE BAND —Stiff Fine Makes thin, clear lines. Essential with accountants.	BLUE BAND —Blunt Makes a broad line. Used by rapid writers.	YELLOW BAND —Rounded The tip is ball shape. Suitable for hand-written writers.	GREY BAND —Oblique Slanting stub for those who hold pen at an angle.
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No. 7, Ripple-Rubber, 7 styles of nibs, as explained in the No. 7 Color Band chart above. \$7 per pen.

No. 94, Ripple-Green \$8.00. Pen and pencil to match in gift case \$9.50. Pen No. 94 also made in Ripple-Rubber, made in Ripple-Olive and Ripple-Rose.

No. 01852 V, Ripple-Rose, \$4.00. Pen and pencil to match in gift case \$5.50. Pen No. 01852 V also made in Ripple-Rubber, made in Ripple-Olive and Ripple-Rose.

No. 94, Ripple-Olive — \$5.00. Pen and pencil to match in gift case \$7.00. Pen No. 94 also made in Ripple-Rose and Ripple-Blue-green.

No. 0554, Pansy Panel green gold filled. Price \$13.00. Pen and pencil to match, in gift case, \$18.50.

No. 4224V — Filigree. E. C. sterling silver, with ring. Price \$6. Pen and pencil to match, in gift case, \$9.50.

No. 454, Gothic silver, with ring. Price \$7.50. Pen and pencil to match, in gift case, \$11.50.

No. 01854, Black with gold filled lever, clip. Price \$5. Pen and pencil to match, in gift case, \$7.00.

No. 8, Ripple-Rubber, 5 styles of nibs — Red, Green, Pink, Purple and Grey — as explained in the No. 7 Color Band Chart above. \$5 per pen.

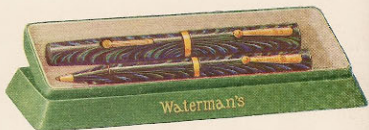
No. 52, Black Chased with clip. Price \$7. Pen and pencil to match, in gift case, \$8.75.

No. 01955, Ripple-Rubber with gold filled ornamental cap. Price \$7. Pen and pencil to match, in gift case, \$10.00.



Waterman's "Treasure Chest"

being sold in the attractive "Treasure Chest" gift case illustrated herewith. Case is made of light but sturdy metal covered with green and lined with handsome tan plush. The combination pen and pencil set shown above is Waterman's TX 01852 V, two-tone Ripple-Rose which sells for \$5.50 for the set—and set shown to the right is Waterman's TX 94, two-tone Ripple Blugreen which sells for \$7.00 for the set.



There is a Waterman's Automatic Pencil to match each and every

Waterman's Fountain Pen—the combination set

Waterman's *Gyro-Sheath* Desk Set

THE GYRO-SHEATH takes any position in an instant—upright, inclined to left or right, or inward—there being just enough tightness in bearings to hold pen where it is placed. Waterman's Desk Sets are also furnished with hard rubber Gyro-Sheaths to match the desk set pens.



No. 7162 1/2—
3 x 4 1/2—Black
(variegated) Marble or Onyx,
gold finished frame and name
plate, \$15.00 complete.



No. 6062 1/2—2 3/4 x 2 3/4
Onyx or Black (variegated)
Marble, \$7.50 complete.
French Onyx or
Green Onyx, \$8.00
complete.



No. 6267-R—4 x 6—
Green Onyx, Hard Rubber
Gyro, \$18.00 complete. With
White Onyx or Black (variegated)
Marble base, \$15.00 complete.



No. 6267—
4 x 6—French Onyx,
Black (variegated) Marble or
Onyx, \$15.00 complete.



No. 6267—7 x 10—
Onyx or Black (variegated)
Marble, with name plate,
\$30.00 complete.
Green Onyx, \$35.00
complete.

Waterman's Ideal Inks

Compounded from the very finest obtainable materials into inks that are free from sediment—non-corrosive—uniform in color, flow and consistency. Made in Blue-Black and Jet Black permanent, non-fading record ink for use where it is essential that the writing be preserved in a permanently legible state, and in Green, Violet, Red and Blue for other uses. Sold in sizes ranging from 2 oz. to the 1 gal. commercial container—all sizes under 1 gal., packaged in a square, convenient, protective carton.



A Waterman's Show Case will be one of your very Best Salesmen!

A WATERMAN'S SHOW CASE will not only add immeasurably to the general attractiveness of your store but will prove one of your very best pen and pencil salesmen! In fact, the merchant who has been able to do a fair pen business without a show case, very often doubles his sales when he uses a Waterman's show case for the exclusive display of Waterman's Pens, Pencils, and Inks—as it should be used.

And we are, therefore, anxious to furnish you an attractively designed, well constructed and beautifully finished show case, with trays to fit, at actual cost to us to manufacture it.

You will find on the following pages illustrations of Waterman's show cases in a variety of designs and capacities and in finishes that will suit your store trim—all of the cases being built in our own factory by master cabinet makers and with the same expert care and attention to details that we use in the manufacture of our pens, pencils, and inks.

Any of our sales representatives will be very glad to fully explain to you just how you can obtain a Waterman's show case—or write

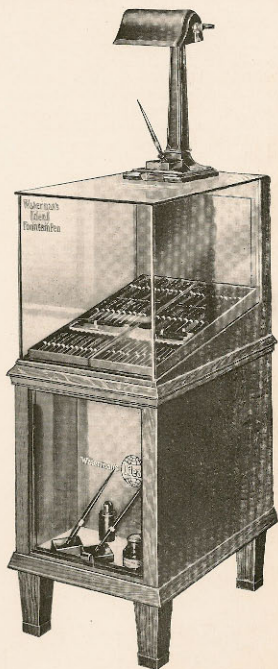
L. E. Waterman Company

191 Broadway
New York City

129 So. State Street
Chicago, Ill.

40 School Street
Boston, Mass.

609 Market Street
San Francisco, Cal.



SHOW CASE No. 6

Size over all: 17 inches wide; 24 inches deep; 42 inches high. Displays 6 dozen Waterman's Ideal Fountain Pens (including space for 2 Combination Sets) on two No. 21 trays. Slide-down mirrored door in back. Lower display compartment—inside: 13 inches wide; 8 inches deep; 15½ inches high, with a sliding plate glass door in front and highly polished wood back and sides. Storage compartment in back. Show Case finished in Oak, Mahogany or Walnut.

A Waterman's Show Case, Properly Used,

SHOW CASE No. 2

Size over all: $8\frac{3}{4}$ inches wide; $9\frac{1}{4}$ inches deep; $17\frac{1}{4}$ inches high. Displays 2 dozen Waterman's Ideal Fountain Pens on a hinged, swing-down, plush covered tray—and including 1 Combination Set in Treasure Chest on a stationary shelf above. Door in back that swings down far enough to allow easy access to hinged display tray (same arrangement as in Show Case No. 4). Strip of plush top of swing-down door forms a background to shelf. Show Case finished in Oak, Mahogany or Walnut.

SHOW CASE No. 4

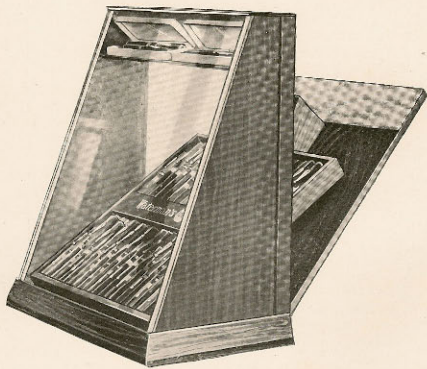
Size over all: $15\frac{1}{4}$ inches wide; $9\frac{3}{4}$ inches deep; $17\frac{1}{4}$ inches high. Displays 4 dozen Waterman's Ideal Fountain Pens on a hinged, swing-down, plush covered tray—and including 2 Combination Sets on stationary shelf above. Door in back that swings down far enough to allow easy access to hinged display tray. Strip of plush top of swing-down door forms a background to stationary shelf. Show Case finished in Oak with green plush and Mahogany or Walnut with gray plush.



SHOW CASE No. 4 (back closed)



SHOW CASE No. 2



SHOW CASE No. 4 (back lowered)

A Proper Display of Pens in Your Store is

Will Double Your Waterman's Business!

SHOW CASE No. 12

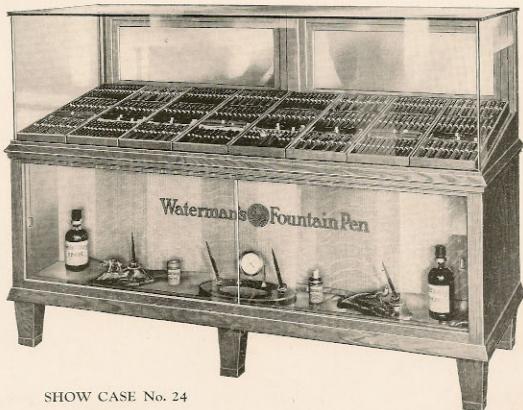
Size over all: 31 inches wide; 24 inches deep; 42 inches high. Displays 12 dozen Waterman's Ideal Fountain Pens (including space for 4 Combination Sets) on four No. 21 trays. Slide-down mirrored door in back. Display compartment in lower front—inside: 25 inches wide; $9\frac{1}{2}$ inches deep; $13\frac{1}{2}$ inches high, with a sliding plate glass door in front and highly polished wood back and sides. One full width drawer and a storage compartment with two hinged, swing-out doors, back of lower compartment. Show Case finished in Oak, Mahogany or Walnut. Equipped for electric lighting, if desired.



SHOW CASE No. 12

SHOW CASE No. 24

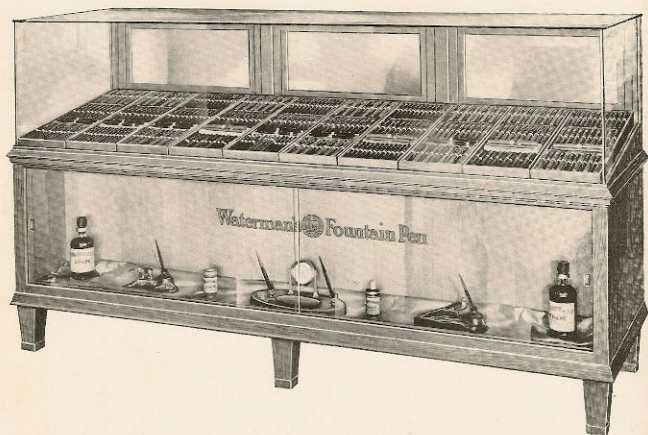
Size over all: 60 inches wide; 24 inches deep; 42 inches high. Displays 24 dozen Waterman's Ideal Fountain Pens (including space for 8 Combination Sets) on eight No. 21 trays. Two slide-down, mirrored doors back of upper display compartment. Display compartment in lower front—inside: 55 inches wide; $7\frac{3}{4}$ inches deep; $14\frac{1}{2}$ inches high, with sliding plate glass doors in front and highly polished wood in back and sides. Eight storage drawers, four to a tier, in back of lower compartment. Show Case finished in Oak, Mahogany or Walnut. Equipped for electric lighting, if desired.



SHOW CASE No. 24

is as Important as Your Window Display

Show Cases Multiply Waterman's Sales



SHOW CASE No. 30

Size over all: 73 $\frac{3}{4}$ inches wide; 24 inches deep; 42 inches high

Displays 30 dozen Waterman's Ideal Fountain Pens (including space for 10 Combination Sets) on ten No. 21 trays. Three slide-down, mirrored doors back of upper display compartment.

Display compartment in lower front—inside: 69 inches wide; 7 $\frac{3}{4}$ inches deep; 14 $\frac{1}{2}$ inches high, with sliding plate glass doors in front and highly polished wood back and sides. Twelve storage drawers, four to a tier, in back of lower compartment.

Show Case No. 30 finished in Oak, Mahogany or Walnut.

Equipped for electric lighting if desired.

And Greatly Decrease Your Selling Effort!

